



Formerly Boy Scout of Liberia
Chartered January 26, 1923 by an Act of National Legislature
P.O. Box. 1977, C/O Liberia YMCA National Headquarters
126 Crown Hill, Broad Street, Monrovia
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LIBERIA
SCOUT
ASSOCIATION

GROWTH STRATEGY



2025-2028

“Making the World a Better Place”



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EXECUTIVE SUMMARY

This growth strategy outlines the Liberia Scout Association's plan to strengthen its position as a leading youth organization in Liberia while adhering to WOSM's standards and expectations. The strategy focuses on sustainable membership growth, program quality enhancement, and organizational capacity building.

CURRENT SITUATION ANALYSIS

Strengths:

The Liberia Scout Association strength includes:

- Strong historical presence in Liberian communities
- Dedicated volunteer base
- Rich cultural integration with local communities

Areas for Development:

The Liberia Scout Association needs to focus on the following areas identified below to in order to foster growth:

- Limited presence in some counties
- Need for updated training material
- Infrastructure constraints
- Financial sustainability challenges
- Limited partnership

2.0 LSA STRATEGIC GROWTH OBJECTIVES

2.1 **Membership Growth**

The Liberia Scout Association's target is to increase the total membership by 45% over three years and this objective will be achieved through a number of mechanisms to include

- a) Expanding presence in underserved counties and divide some large administrative counties into a reasonable number of scout counties to promote competition and stimulate growth.
- b) Strengthening school-based scouting programs and reaching out to faith-based institutions aimed at resulting to establishment of scout units which directly lead to expansion in membership
- c) Developing targeted recruitment campaigns for Cubs, Scouts, Rovers as well as adult volunteers to support the youth program.



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2.2 Leadership Development

- a) Between 2025 and 2027, the Liberia Scout Association Target is to provide quality training for one hundred (100) new adult leaders per annual.
- b) The LSA will establish regular leadership refresher training programs for all adult volunteers
- c) The Liberia Scout Association will implement WOSM's Adult Training Scheme through its approved Adult in Scouting Policy.
- d) The Liberia Scout Association will assign mentors to Unit Leaders, Leaders of Adults and Trainers.
- e) LSA will make training convenient for its members by developing e-learning platforms for remote areas.

2.3 Program Quality Enhancement

The Liberia Scout Association complete the development of a quality youth program that fully aligns with WOSM's Youth Program Policy and attractive more young people to the LSA.

The Liberia Scout Association will incorporate Strategic Development Goals (SDGs) into scouting activities as this will inspire youth led actions and empower cubs, scouts and rovers to take the lead in their various communities.

The Liberia Scout Association will strengthen environmental and community service projects to support the Government of Liberia

The LSA develop new badges and awards aligned with local context to inspire both youth members and adult volunteers to strive for achievement and recognition.

2.4 Organizational Capacity Building

The Liberia Scout Association will strengthen National headquarters operations in order to achieve the objective of quality youth program delivery across Liberia to all scout counties.

The LSA will improve fundraising and enforce a strong and transparent financial management system that establishes audit trail to prevent the practice of misappropriate.

The Liberia Scout will develop digital infrastructure to replace the manual data storage and to support up to date data management and recordkeeping.



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3.

IMPLEMENTATION STRATEGY

3.1 Phased Approach

The First Year: The Liberia Scout Association (LSA) will take the below listed actions the first year (2025):

- Conduct comprehensive needs assessment
- Develop training materials
- Launch pilot programs in 3 counties
- Establish monitoring and evaluation framework

The Second Year: The Liberia Scout Association (LSA) will take the below listed actions the first year (2026):

- Scale successful pilot programs
- Implement leadership development initiatives
- Strengthen partnerships with schools, religious institutions and communities
- Launch digital platforms

The Third Year: The Liberia Scout Association (LSA) will take the below listed actions the first year (2025/07):

- Expand to remaining counties
- Evaluate and adjust programs
- Develop sustainability mechanisms
- Strengthen partnerships both at within Liberia and outside Liberia

3.2

RESOURCE MOBILIZATION

The Liberia Scout Association (LSA) will take the following steps to address its financial sustainability challenge:

- Develop diverse funding streams
- Build partnerships with corporate sponsors
- Implement charting and membership fee structure
- Create income-generating activities such as fundraising events and enterprising



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4.

LSA QUALITY ASSURANCE MEASURES

In order to achieve the expressed objective of the Growth Strategy, the LSA must provide quality scouting programs in Liberia that help the LSA to achieve its Mission, ***“to become the largest and most diversely inclusive youth movement in Liberia.”*** The following quality assurance measures will be considered mandatory requirement:

- Regular program evaluations
- Youth involvement in decision-making
- Compliance with WOSM standards
- Impact assessment tools

5.

MONITORING AND EVALUATION FRAMEWORK

5.1 Key Performance Indicators

The following are pre-defined as key ‘performance indicators’ to measure the realization of this Growth Strategy:

- Membership growth rates
- Leader-to-youth ratios
- Program participation rates
- Community impact metrics
- Financial sustainability indicators

5.2 Reporting Mechanisms

The following forms of reports shall be required for effective monitoring of the implementation of this Growth Strategy to identify flaws and take proactive measures to prevent non-performance:

- Quarterly progress reports
- Annual performance reviews
- Youth feedback systems
- Stakeholder assessments



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6.1 **Identified Risks**

The following are identified risks associated with the Liberia Scout Association's Growth Strategy:

- Resource limitations
- Volunteer retention
- Political instability
- Natural disasters
- Health emergencies

6.2 **Mitigation Strategies**

Planning to overcome identified risks is critical to the overall achievement of the objective of the Liberia Scout Association's Growth Strategy; thus, the following pre-identified mitigation measures can help prevent or minimize the impacts of the identified risks associated with this Growth Strategy in order to successfully achieve growth expectation:

- Diversified funding sources
- Strong volunteer support systems
- Emergency response plans
- Alternative program delivery methods

7. **Partnerships and Collaboration**

At the very heart of the implementation of the Liberia Scout Association's Growth Strategy is the establishment of valuable partnership. This will be achieved through the following initiatives:

- Strengthening ties with existing partners (National Scout Organizations) and seek for new ones
- Developing partnerships with government agencies
- Engaging with international development organizations
- Building relationships with local NGOs



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8. Sustainability Plan

- Develop local funding sources
- Build organizational capacity
- Create succession planning mechanisms
- Establish knowledge management systems

9.

CONCLUSION

This Growth Strategy provides a comprehensive framework for the Liberia Scout Association's development while maintaining alignment with WOSM standards. Success will require dedicated implementation, regular monitoring, and adaptive management based on emerging needs and opportunities.

10.

CERTIFICATION

10.1 This Youth Engagement Policy has been approved by the National Scout Council of Liberia on this 4th Day of **January 2024**.

This Policy is due for review on 4th January, 2028.